

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Arun Sinha  
**FROM:** Karen Miller  
**SUBJECT:** Basic Focus Groups

**DATE:** September 7, 1995

Focus groups have scheduled in San Diego on Wednesday Sept. 18 to explore smoker attitudes/imagery re Basic and GPC in a strong GPC market. All groups will be among non-mentholregular/occasional Basic or GPC smokers aged 21-45 years. Additional groups will be scheduled in Charlotte during the month of October. The specific times and facility location are shown below, directions for getting to the facility are attached.

San Diego - Wednesday, Sept. 20  
Taylor Research  
1545 Hotel Circle So., Suite 350  
San Diego, CA 92108  
800/922-1546  
619/299-6368

1:00 pm	Male, Basic, 30-45 years
4:00 pm	Female, Basic 21-29 years
5:30 pm	Male, GPC, 21-29 years
7:00 pm	Female, GPC, 30-45 years

Please let me know who will be attending.

I'll be staying at the Stouffer Renaissance in Chicago and the La Valencia in La Jolla.

cc: D. Beran  
G. Blumenthal  
J. Bonhomme  
A. Friedland  
R. Kligerman - LBC  
K. Lalley - LBC  
N. Nicholes  
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